

MERCANTILE FOUNTAIN PENS AND GOLD PENS

THE TYPES, SIZES AND DESIGNS OF FOUNTAIN PENS ILLUSTRATED
AND DESCRIBED ARE THOSE WHICH LONG EXPERIENCE
HAS DEMONSTRATED TO BE ADAPTED TO
UNIVERSAL NEEDS, THE REQUIREMENTS OF
A WIDE RANGE OF USERS HAVING
BEEN MOST CAREFULLY
CONSIDERED

2

THE SUPERIORITY OF THE ALCO INK-FEED AND
GOLD PENS HAS BEEN DEMONSTRATED
BY THEIR USE FOR MORE
THAN FIFTY YEARS

MANUFACTURED BY
AIKEN-LAMBERT COMPANY
163 FRONT STREET - NEW YORK

MERCANTILE SELF-FILLING



LEVER SELF-FILLING. ATTACHED NICKEL CLIP. 25 CENTS EACH LIST EXTRA

No. 71013
List, \$2.00
Safety System with
Chisel Tip Holder
List, \$1.90 (10%)



ATTACHED NICKEL CLIP. 25 CENTS EACH LIST EXTRA

No. 71014
List, \$1
Safety System with
Chisel Tip Holder
List, \$1.00 (10%)



ATTACHED NICKEL CLIP. 25 CENTS EACH LIST EXTRA

No. 71015
List, \$1
Safety System with
Chisel Tip Holder
List, \$1.00 (10%)



MADE TO BE USED WITH RUBBER

No. 71012
List, \$2.75
Safety System with
Chisel Tip Holder
List, \$2.50 (10%)



CHISEL-TIP HOLDER. BAND IS BUILT INTO STAFF

No. 71011
List, \$3.75
Safety System with
Chisel Tip Holder
List, \$3.50 (10%)

MERCANTILE SELF-FILLING



MOUNTINGS: GOLD FILLED, IS Kc. 1 IS STOCK

No. 7140-2
 List, \$4.00
 Gold Filled,
 Cap and Ring,
 Safety Screw cap,
 Chased Holder,
 No. 2 Gold Pen



ATTACHED GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA

No. 7110-3
 List, \$1.50
 Plain Gold
 Bands, Safety
 Screw cap,
 Chased Holder,
 No. 2 Gold Pen



ALL LEVER SELF-FILLING, ATTACHED GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA

No. 7112-3
 List, \$1.50
 Chased Gold
 Bands, Safety
 Screw cap,
 Chased Holder,
 No. 2 Gold Pen



ALL LEVER SELF-FILLING, ATTACHED GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA

No. 7140-3
 List, \$1.50
 Wide Plain Gold
 Bands, Safety
 Screw cap,
 Chased Holder,
 No. 2 Gold Pen



ATTACHED GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA

No. 7142-3
 List, \$1.50
 Wide Chased
 Band, Screw cap,
 Chased Holder,
 No. 2 Gold Pen

MERCANTILE SELF-FILLING



14 Kt. SOLID GOLD BAND, ATTACHED GOLD-FILLED CLIP \$12.00 EACH LIST EXTRA

No. 7174-2
List, \$9.00
Plain Band, 14Kt.
Solid Gold, Nib
No. 1, 1.00, 1.00, 1.00,
Chamber Holder,
No. 2 Gold Pen



14 Kt. SOLID GOLD BAND, ATTACHED GOLD-FILLED CLIP \$12.00 EACH LIST EXTRA

No. 7174-3
List, \$10.00
Plain Band, 14Kt.
Solid Gold, Nib
No. 1, 1.00, 1.00, 1.00,
Chamber Holder,
No. 3 Gold Pen



MOUNTINGS GOLD FILLED IN Kt. 1-10 STAMP, ATTACHED GOLD-FILLED CLIP \$12.00 EACH LIST EXTRA

No. 7100-4
List, \$10.00
Full Mounted
Plain
Safety System cap,
No. 3 Gold Pen



ATTACHED GOLD-FILLED CLIP \$12.00 EACH LIST EXTRA

No. 7102B-4
List, \$12.00
Full Mounted
Engraved
Safety System cap,
No. 3 Gold Pen



MOUNTINGS GOLD FILLED IN Kt. 1-10 STAMP, ATTACHED GOLD-FILLED CLIP \$12.00 EACH LIST EXTRA

No. 7104A-4
List, \$10.00
Full Mounted
Safety System cap,
No. 3 Gold Pen

BEACON INK PENCIL

WITH OVERFLOW POCKETS AND ADJUSTABLE SPRING NEEDLES



"Ebony Beacon"
No. 0200

List, \$1.50

When closed 4
inches long.
Plain Holder,
Spring Needle,
Overflow Pocket

"Ebony Beacon"
No. 0200-G.B.

List, \$2.00

Plain Holder, 2
Gold Bands,
Spring Needle,
Overflow Pocket

"Ebony Beacon"
No. 0210

List, \$2.50

Plain Holder, 2
Wide Gold Bands,
Spring Needle,
Overflow Pocket

"Ebony Beacon"
No. 0220

List, \$2.00

Plain Holder, 1
Wide Gold Band,
Spring Needle,
Overflow Pocket

"Red Beacon"
No. 0100

List, \$2.00

When closed 4 1/2
inches long.
Spring Needle,
Overflow Pocket

MERCANTILE SAFETY GOLD FILLED MOUNTINGS



SAFETY-CARRIED WITH RIBBON. BAND 18 Kt. 1 10 STOCK



PLAIN GOLD BAND, 18 Kt. 1 10 STOCK, GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA



MAY BE CARRIED UPSIDE DOWN. WITH SAFETY. GOLD-FILLED CLIP \$1.00 EACH LIST EXTRA



FOR THE LADIES' POCKET. MOUNTING GOLD FILLED 18 Kt. 1 10 STOCK



A SPLENDID PEN FOR A PRESENT. MOUNTINGS GOLD FILLED 18 Kt. 1 10 STOCK

No. 8440-2
List, \$4.50
Chased Holder,
Pocket Size, Band
and Ring, No. 2
Gold Pen

No. 8430-2
List, \$4.00
1/2 in. Band Plain
Chased Holder,
Pocket Size, No. 2
Gold Pen

No. 8432-2
List, \$4.00
3/4 in. Band
Chased Holder,
Pocket Size, No. 2
Gold Pen

No. 8460-2
List, \$9.00
Pocket Size, Full
Mounted Plain
with Ring
No. 2 Gold Pen

No. 8464A-2
List, \$6.00
Full Mounted
with Ring
Pocket Size, No. 2
Gold Pen

MERCANTILE SAFETY—DROPPER FILLED



BABY SAFETY—NICKEL ATTACHED CLIP 25 CENTS EACH LIST EXTRA

No. 8101-2
 List, \$1.00
 Chased Holder,
 Pocket Size,
 Disappearing Pen,
 Safety, No. 81,
 No. 2 Gold Pen.



NICKEL ATTACHED CLIP 25 CENTS EACH LIST EXTRA

No. 8101-2
 List, \$1.00
 Chased Holder,
 Disappearing Pen,
 Safety, No. 81,
 No. 2 Gold Pen.



NICKEL ATTACHED CLIP 25 CENTS EACH LIST EXTRA

No. 8101-4
 List, \$1.05
 Chased Holder,
 Disappearing Pen,
 Safety, No. 81,
 No. 4 Gold Pen.



A SAFE PEN FOR ANY POCKET. ATT. N. HD. CLIP 25 CENTS EACH LIST EXTRA

No. 8101-5
 List, \$1.05
 Chased Holder,
 Disappearing Pen,
 Safety, No. 81,
 No. 8 Gold Pen.

MERCANTILE DROPPER FILLED



"CARTON" LOW IN PRICE BUT WELL MADE

No. 101-01
List. \$1.25
Chased Holder
"Dropper" Slip-
cap No. 12 Gold
Pen



"CARTON" FITTED WITH RIVETED ATTACHED CLIP

No. 102-02
List. \$1.50
Chased Holder
"Dropper" Slip-
cap with Riveted
Attached Clip
No. 12 Gold Pen



LARGE STRONG GOLD PEN

No. 80-0001
List. \$2.50
Riveted Attached
Clip Chased
Holder No. 12
Gold Pen "Dropper"
No. 12 Gold Pen



FILLET WITH A PROTRUSION ATTACHED CLIP 25 CENTS EACH LIST EXTRA

No. 80-0002
List. \$2.50
Chased Holder
No. 12 Gold Pen
"Dropper" No. 12
Gold Pen



HAS A LARGE INK CAPACITY ATTACHED CLIP 25 CENTS EACH LIST EXTRA

No. 80-0004
List. \$2.50
Chased Holder
No. 12 Gold Pen
"Dropper" No. 12
Gold Pen

MERCANTILE SELF-FILLING



"CAPTAIN" A GRAND PEN FOR YOUNGER STUDENTS

No. 2101-02
List, \$2.50
For "Educator
Clipper," Chisel
Holder, "Scribe"
cap, No. 2101-01
Pen.



"CAPTAIN" THE BUSINESS MAN'S PEN

No. 2101-03
List, \$2.00
"Captain" Letter
Self-Filling
Chisel Holder,
Safety Scribe cap
with Nickel Silver
Resist Attached
Cap, No. 2101-02
Pen.



"CAPTAIN" THE GENTLEMAN'S PEN WITH CLIP

No. 2201-01
List, \$2.00
Pocket Letter
Secretary Letter
Self-Filling
Chisel Holder,
Safety Scribe cap
Resist Attached
Cap, No. 2201-02
Pen.



"CAPTAIN" THE PEN WITH PEN ATTACHED FOR RIBBON

No. 2200-01
List, \$2.00
"Secretary" Letter
Self-Filling
Chisel Holder,
Safety Scribe cap,
No. 2200-02
Pen.



"CAPTAIN" THE GENTLEMAN'S PEN WITH CLIP

No. 2401-01
List, \$2.00
Slender
Model
"Traveler" Resistor
Attached Clip
Safety Scribe cap,
Chisel Holder,
No. 2401-02
Pen.

MERCANTILE SELF-FILLING



CAPITOL "LADY DAINITY"

No. 2301-02
 List. \$2.00

"Lady Dainity"
 Safety Section
 Chisel Holder
 No. 2301-Pen



CAPITOL "LADY DAINITY" FOR RIBBONS

No. 2300-02
 List. \$2.00

"Lady Dainity"
 Ribbon Ruler, Safety
 Section
 Chisel Holder
 No. 2300-Pen



CAPITOL "LADY DAINITY" WITH LASS BAND AND RING

No. 2340-02
 List. \$2.00

"Lady Dainity"
 Gold-filled Carriage
 Ring, Safety Section
 Chisel Holder
 No. 2340-Pen



CAPITOL "LADY DAINITY" WITH RING

No. 7401-02
 List. \$2.00

"Lady Dainity"
 Short Slender
 Model
 Safety Section cap
 Chisel Holder
 No. 7401-Pen



MERCANTILE "LADY DAINITY" WITH RING

No. 7401-02
 List. \$2.00

"Lady Dainity"
 Long Slender
 Model
 Safety Section cap
 Chisel Holder
 No. 7401-Pen

A NEW RUBBER SAC WHILE YOUR CUSTOMER WAITS

SAVE your customer the delay and annoyance, and yourself the trouble and expense of mailing pens for repairs.

We supply Gold Pens, Caps, Barrels, Feeds, etc., in quantities for repairs.

Many dealers find these profitable; it saves time and postage, keeps customers happy and affords larger profits.

Ask us about these assortments.



CONTENTS OF ALCO SAC KIT

2 Doz. Sac No. 1160	1 Doz. Sac No. 1159	1 Doz. Sac No. 1161
1½ Doz. Sac No. 1169	1 Doz. Sac No. 1170	1 Doz. Sac No. 1318
Total 7½ Dozen		

Also 1 "Attacher" 1 Section Gripper 1 Tube of Glue

Re-order by Sac Numbers and in same units as in original kit.

By maintaining a full stock of all sizes of Sacs you will always be able to give prompt service.

PRICE TO DEALER FOR "ALCO SAC KIT"

Complete as illustrated.....	\$ 8.50
Dealer's Selling Price.....	22.50
Dealer's Profit.....	14.00

(The retail charge for refitting is 25 cents.)

THESE LITTLE ATTENTIONS PLEASE CUSTOMERS
AWAY OUT OF PROPORTION TO THE COST

"MERCANTILE" FOUNTAIN PEN NIBS

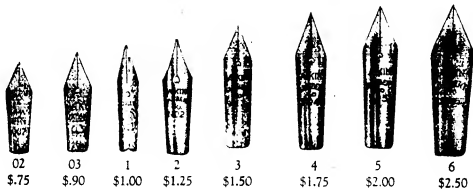
14 CARAT GOLD

The Alkin-Lambert Company was among the first to manufacture gold pens or "nibs," and the superiority of these in temper, point, finish and all around excellence for writing has been recognized by the public and the trade for over fifty years.

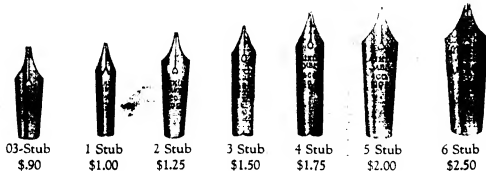
Order by number, using the numerals and letters as indicated under each pen and specify "fine," "medium" or stub point.

MADE TO FIT ALL STANDARD MAKES OF FOUNTAIN PENS

No. 02.	For Fountain Pens sold at.....	\$1.50
" 03.	For those sold at.....	2.00
" 2.	For standard makes sold at.....	2.50
" 3.	For standard makes sold at.....	3.00
" 4.	For standard makes sold at.....	4.00
" 5.	For standard makes sold at.....	5.00



"MERCANTILE" FOUNTAIN PEN NIBS (Stub)



No. 03.	Manifold	\$1.25	No. 4.	Manifold	\$2.00
" 2.	Manifold	1.50	" 5.	Manifold	2.50
" 3.	Manifold	1.75			

These Nibs are specially tempered for Clear, Satisfactory Manifold Work

WE CREDIT OLD GOLD